

## REMARKS

This amendment responds to the Office Action mailed September 9, 2003.

A revocation and appointment of a new power of attorney is enclosed herewith.

The Examiner rejected claims 7-13 and 15-19 under 35 U.S.C. § 112, first paragraph. Each of these claims has been canceled. The applicant notes that the new claims 21-40 do not include any of the terms to which the Examiner objected.

The Examiner rejected claims 1-6 and 20 under 35 U.S.C. § 112, second paragraph. Each of these claims has been canceled. The applicant notes that the replacement claims 21-40 do not include any of the terms to which the Examiner objected.

The Examiner rejected claims 1-20 under 35 U.S.C. §§ 102 -103. Each of the independent claims were rejected as being anticipated by each of Landsman, et al, U.S. Publication No. 2003/0004804 A1, Judson, U.S. Patent No.5,737,619, and the Pornrodeo reference of record. Each of the dependent claims were rejected as being either anticipated by one or more of the references just cited, or obvious in view of a combination of these references with other cited prior art. The applicant has canceled claims 1-20.

New independent claims 21 and 31, as well as their respective dependent claims patentably distinguish over Pornrodeo, Landsman, and Judson. With respect to the Pornrodeo reference, independent claim 21 includes the limitation of "an event handler *that receives, from an Internet address, a link to an advertisement* and loads said

advertisement into said second browser while said second browser is in a said background window" while independent claim 31 includes the limitation of "said post-session instructions receiving, from an Internet address, a link to an advertisement" Pornrodeo does not disclose these respective limitations. Pornrodeo fails to disclose the event handler, as claimed in independent claim 21, or the step of receiving an advertisement from an Internet address, as claimed in independent claim 31. Instead, the Pornrodeo reference includes a "hardwired" link in the foreground browser to an affiliated site. The purpose of the Pornrodeo reference and its hardwired link is to display to the viewer a predetermined affiliated site. Accordingly, there is no suggestion in the Pornrodeo reference for using the new browser for any other purpose, such as displaying advertising content.

New independent claims 21 and 31 also patentably distinguish over Landsman and Judson because each of those references fails to disclose the limitation of a "opening a second browser in said *background window* . . . while said first browser is . . . displayed in said *foreground window*." As noted by the Examiner, both Landsman and Judson disclose loading an advertisement into cache memory while a web page is loading. The advertisement later "pops up" into the foreground of a display so that it will be viewed by a user. The Examiner contended that the term "background," which was used in the canceled claims 1-20, read upon the cache memory of Judson and Landsman. Though the applicant disagrees with this contention, new independent claims 21 and 31 specify that the claimed second browser is opened in a "background window" while the

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first browser is displayed in a "foreground window." The term "background window" does not read on the cache memory of Judson and Landsman, hence independent claims 21 and 31 patentably distinguish over these two references. The applicant further notes that the limitation of loading an advertisement into a second browser "while said second browser is in a said background window" runs counter to the teachings of both Landsman and Judson, which each contemplate that an advertisement "pops up" in a foreground window so that the viewer's attention is immediately focused on it. Neither Landsman nor Judson suggest that an advertisement be loaded into a background window, where the very purpose of advertising is frustrated because the advertisement is concealed.

In view of the foregoing amendments and remarks, reconsideration and allowance is respectfully requested.

Respectfully submitted,



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